



POSITION: Communications and Marketing Officer

JOB SUMMARY

The Communications and Marketing Officer is responsible for overseeing and implementing Beacon Academy's communications and marketing strategy. This includes creating communications and marketing content and managing the day-to-day operations of Beacon's external communications.

RESPONSIBILITIES

Represent the core values of Beacon Academy in all work performed on behalf of the organization with students, graduates, their families, volunteers, donors, and community partners by demonstrating an excellent work ethic, personal integrity, confidentiality, professional maturity, and thoughtful ambassadorship.

Reporting to the Director of Development and Engagement, and partnering with the CEO and Head of School, members of the Beacon staff, and the Board of Directors to support the entire Beacon community, the Officer's responsibilities will include the following:

Communications and Marketing

- Oversee and implement Beacon's communications and marketing strategy
- Manage the re-envisioning of Beacon's website, implement all changes and maintain the site
- Design, manage, and implement Beacon's social media presence with assistance from the College Advising and Alumni Support Associate
- Design and manage major publications in print and online for the Academy and Alumni Program, including the community, trustee, and volunteer handbooks, all event programs and materials, and recruitment and alumni resources
- Create and produce annual appeal letters, invitations, thank you notes, acknowledgment letters, and all other fundraising, stewardship, and engagement materials
- Partner with the Academy, Alumni, and Development and Engagement teams to produce and manage letterhead, envelopes, business cards, and other marketing materials; maintain clear and consistent messaging and branding for entire organization
- Work with the Beacon program staff to collect content to effectively capture and share the story of Beacon
- Track communication analytics and create reports
- Stay current on market research and emerging trends that support Beacon's work

Grant Submissions and Reports

- Partner with the Director of Development and Engagement on submissions of grant applications to corporations and foundations; submit grants with relevant attachments
- Collect organizational data and research new grant funding opportunities
- Track grant progress online; prepare and submit annual grant reports

Photography and Other

- Maintain digital media archives including photographs and videos
- Take photos at smaller events and document day-to-day activities of the program with periodic photo shoots
- Manage hired photographers for events and other activities
- Assist with program and fundraising events as assigned
- Other work as assigned

QUALIFICATIONS

- Bachelor's degree required
- Minimum 3 years in development and communications required
- Mastery of Microsoft Office applications
- Expertise with development databases, Salesforce preferred
- Expertise with Adobe Creative Suite, InDesign preferred
- Excellent interpersonal and communication skills; excellent English language skills, bilingual skills preferred
- Meticulous attention to detail
- Ability to travel within New England and work evenings and weekends as necessary
- Demonstrated ability to embrace and share Beacon's mission and its commitment to diversity, equity, and inclusion
- Ability to work collaboratively with a diverse group of community members with fairness, respect, consistency, and integrity
- Judgement, insight, and intuition
- Strong sense of responsibility for achieving personal goals
- Desire to multi-task, meet deadlines, and work as a self-starter
- Creative ability, a positive outlook, an excellent work ethic, and a sense of humor
- Must have a current driver's license

EMPLOYMENT SUMMARY

Reports to: Director of Development and Engagement

Start Date: July 2021

FTE: 1.0

Exempt/Nonexempt: Exempt

Schedule: 40 hours and additional hours as needed to complete the work

Work Year: Full year

Salary Range: \$65,000 - \$70,000

Benefits Eligible: Yes

TO APPLY

Interested candidates should send a cover letter and resume to Nicole Baker at nbaker@beaconacademy.org. Beacon Academy welcomes a diverse candidate pool, including candidates who are bilingual, because we believe a diversity of voices leads to better outcomes for everyone. Beacon Academy is an Equal Opportunity Employer.